

FORM PTO-1449	SERIAL NO. 10/020,712	CASE NO. 9623/378
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE December 11, 2001	GROUP ART UNIT 2171
(use several sheets if necessary)		APPLICANT(S): Mark Paine, et al.

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE

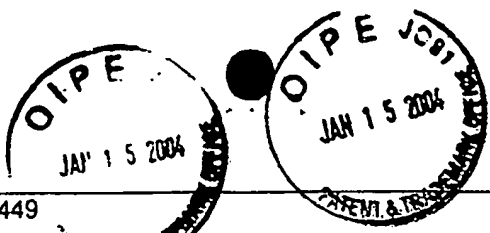
FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO

EXAMINER INITIAL	OTHER ART - NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)</small>	
E1		McCallum, A.; Nigam, K.; Rennie, J.; and Seymore, K, Building Domain-Specific Search Engines with Machine Learning Techniques, 1999. Proc. AAAI-99 Spring Symposium on Intelligent Agents in Cyberspace
E2		Maltz, D., and Ehrlich, K., Pointing The Way: Active Collaborative Filtering, 1995. Proc. ACM SIGCHI Conference, Published in the Proceedings of the CHI '95, May 1995.

EXAMINER <i>E. P. Paine</i>	DATE CONSIDERED 8/11/05
--------------------------------	----------------------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



FORM PTO-1449	SERIAL NO. 10/020,712	CASE NO. 9623/378
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE Dec. 11, 2011	GROUP ART UNIT 2171
APPLICANT(S): Mark paine et al.		

REFERENCE DESIGNATION U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
<i>Elk</i>	C1	US 2001/0047354 A1	11/29/2001	Davis et al.		
	C					
	C					
	C					
	C					
	C					
	C					
	C					
	C					
	C					
	C					
	C					
	C					
	C					

RECEIVED

JAN 16 2004

Technology Center 2190

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO
<i>Elk</i>	C2	WO 02/03303 A1	01/10/2002	WIPO		
	C					
	C					
	C					
	C					

EXAMINER INITIAL		OTHER ART - NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)</small>
<i>Elk</i>	C3	Great Britain Search Report for corresponding patent application No. GB 0227454.6, dated May 6, 2003, 1 page.
	C	
	C	
	C	
	C	
	C	

EXAMINER <i>EP House</i>	DATE CONSIDERED <i>8/11/05</i>
-----------------------------	-----------------------------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Hilly, "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web Sites?" from http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html , March 1998.
Flynn, "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998.
Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998.
"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.
"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998.
Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.
Mardesic, "Search Engine Charges Hit Sites", from http://www.sjmercury.com/business/center/goti022198.html , Feb. 1998.
"News Watch About Search Engines", from http://searchenginewatch.com/ness.html , Feb. 1998.
Wang, "Engines Battle Irrelevance of Results", from Internet World.
Swartz, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", from http://www.sfgate.com/cgi-bin/publish on San Francisco Chronicle, Feb. 1998.
McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", from http://www.pcworld.com/news/daily/data/0298/....html .
"Search Engine Start Up To Auction Listings", from http://www.adage.com/interactive/daily/index/html , Feb. 1998.
Alyson, "Searching The Search Engines", from Bacon's, May 1998.
Pelline, "Pay-for-placement gets another shot", from http://www.newscom.?news/item/0,4,19307,00.html , Sept. 1997.
IBM Technical Disclosure Bulletin, "Organizing A Ranked List of Search Matches", Nov. 1994.
Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
"Disclosure Rules", The Industry Standard – The Newsmagazine of the Internet Economy, August 10, 1998.
G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.
Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.
Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.
Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.

ET lhcw 8/11/05
*

Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/mdaily/index.html .
Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address http://www.pcworld.com/news/daily/data/0298/9880223173204.html .
Jon Swartz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL .
Nelson Wang, "Engines Battle Irrelevance of Results", from http://www.internetworld.com/print/current/news/19980223-battle.html , Feb. 1998.
Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address http://www.searchenginewatch.com/news.html , February 23, 1998.
Jodi Mardesich, "Search Engine Charges Hit Sites", from http://www.sjmercury.com/business/center/goto022198.html , Feb. 1998.
Ken Glaser, "Who Will GoTo.com?", OnlinePress.com, Feb. 1998
Jeff Peline, "New Search Engine Goes Commercial", from http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998.
"Going, Going...", The Wall Street Journal, April 1998. p. B1.
David Coursey, "Coursey.com", March 1998.
Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 1998, p. C1.
Wyn Hilly, OCWeekly byte marks, "GoTo.Hell", from http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml , March 13, 1998.
Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , Feb. 1998.
Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.
Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, p.1
Interactive Week Magazine, Garden City, N.Y. May 25, 1998.
Jeff Peline, "New Search Engine Goes Commercial", CNET News.com, from http://www.news.com/News/Item/0,4,19281,00.html , Feb. 20, 1998.
Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/Textonly/0,25,1635,00.html , July 29, 1999.
Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1387,00.html , July 29, 1999.

EP House 8/11/05

Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1199,00.html , July 29, 1999.
Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address http://www.news.com/News/Item/0,4,6118,00.html , July 29, 1999.
"About SearchUP, Inc.", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm .
"Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm .
"Benefits", July 15, 1999, obtained at the internet address http://www.searchup.com/benefits.cfm .
"Information", July 15, 1999, obtained at the internet address http://www.searchup.com/information.cfm .
"Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .
Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2
Galore - Super Search Engine, May 21, 1999, obtained at the internet address http://www.galore.com/1/mainframe.shtml .
hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com
I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com .
Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseekit.com, July 1, 1999.
Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).
Jeff Fretzen, "Help For Getting The Word Out About Web Sites", PC Week, Vo. 14, No. 46, Nov. 3, 1997, p. 27(1).
Article from the Search Engine Report, "GoTo To Sell Positions", March 3, 1998, http://www.searchenginewatch.com/sereport/9803-to-to-html .

EP House 8/11/05

Article from CNET News, "Engine Sells Results, Draws Fire", June 21, 1996, http://www.nees.com/News?Item/0,4,1635,00.html .
Press release on Lightweight Directory Access protocol (LDAP), Netscape Comm. Corp. Mountain View, CA., April 1996.
ClickMail Central directory, circa April 1996,
GoTo.com, circa 1998, at www.goto.com
Northern Light, circa 1997-98, at sirocco.northernlight.com
Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , February 23, 1998.
Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, August 26, 1996, p E1(2), http://www.dialog-classic.com/DialogClassic/dialog .
* Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, from http://www.o-a.com/archive/1996/june.0021.html , printed 09/28/01, 5 pages.
* Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at < http://www.dialogclassic.com/main.vjngw > on 11/9/00, 2 pages.

EP disclosure 8/11/05

In accordance with 37 C.F.R. § 1.97(g),(h), this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Information Disclosure Statement, however, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione's deposit account number 23-1925.

This application is a continuation-in-part application of U.S. Serial No. 09/911,674, filed July 24, 2001 which a continuation of 09/322,677, filed May 28, 1999, now issued US Patent No. 6,269,361 and is relied upon for an earlier filing date under

The references now cited are the following:

US PATENT DOCUMENTS

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME
5,778,367	07/07/98	Wesinger, Jr. et al.
5,862,223	01/19/99	Walker et al.
US 6,285,987 B1	09/04/01	Roth et al.

OTHER ART AND RELATED DOCUMENTS

News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.
Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.
DoubleClick Test!!!, obtained at the internet address: http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm , dated 10/16/2002, 4 pages.
DoubleClick Frequently Asked Questions, obtained at the internet address: http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm , dated 10/16/2002, 5 pages.
"New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.
Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com , titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address: http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com , on 12/19/02, 1 page.
Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.
Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: www.webtechniques.com , 3 pages.
Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: www.webtechniques.com , pp. 63-66 pages.
Full Catalog - Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address: http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm , printed on 12/19/02, 2 pages.
Help on Making Queries - Search by Company or Product, obtained at the internet address: http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm , printed on 12/19/02, 4 pages.
Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address: http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html , printed on 12/19/02, 2 pages.

E. P. Lehouc 8/11/05

The references now cited are the following:

US PATENT DOCUMENT

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME
US 2001/0047354 A1	11/29/2001	Davis et al.

FOREIGN PATENT DOCUMENT

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY
WO 02/03303 A1	01/10/2002	WIPO

RECEIVED

JAN 16 2004

Technology Center 2100

OTHER RELATED DOCUMENT

Great Britain Search Report for corresponding patent application No. GB 0227454.6,
dated May 6, 2003, 1 page.

In accordance with 37 C.F.R. § 1.97(g),(h), this Second Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Second Supplemental Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Second Supplemental Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.

ET LK 8/11/05

The references now cited are the following:

US PATENT

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME
5,931,907	8/03/1999	Davies et al.
6,085,186	07/04/2000	Christianson et al.
US 2001/0047354 A1	11/29/2001	Davis et al.
US 6,421,675 B1	07/16/2002	Ryan, et al.

FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY
WO 97/22066 A	06/19/1997	WIPO
WO 00/16218 A	03/23/2000	WIPO

OTHER ART REFERENCES

European Patent Office Search Report for corresponding application No. EP 0 25 8082.3, dated April 6, 2004, 3 pages.
Preliminary Search Report for corresponding application No. FR 0215627, dated March 31, 2004, 2 pages.
Cho, Junghoo et al., "Efficient crawling through URL ordering", <i>Computer Networks and ISDN Systems</i> , 1998, pp. 161-172.
Cohen, William W. et al., "Web-collaborating filtering: recommending music by crawling the Web", <i>Computer Networks</i> 33, 2000, pp. 685-698.
Supplementary Search Report for corresponding European Patent Application No. EP 00 936393, dated February 20, 2004, 3 pages.
Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.
Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.
Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.
Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.
Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.
"GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.

4

EP 0215627 8/11/05